



July 2, 2012

The following is a report on Public Affairs Programming for the Second Quarter of 2012 during which time the top issues of community interest and concern in Holiday, Florida and the surrounding area were found to be:

Community Relations
Education
Public Safety

In order to meet these issues, WSUN-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"X Sunday Morning" airs Sunday mornings at 6:00 a.m. "Spectrum" airs Sunday mornings at 6:30 a.m.

WSUN-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WSUN-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WSUN-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,



Michael Sharkey
Program Director

MS/mlm

Community Relations

Sunday, April 1, 2012 – X Sunday Morning 6:00 a.m.

15:00

Host: Jared Dey. Guest: Trent Merritt, General Manager of the University of South Florida's SunDome.

Mr. Merritt and Mr. Dey discussed the renovation efforts at the USF SunDome. Mr. Merritt elaborated on the history of the Dome and how it's "going green" by using materials from the prior arena as well as using new, energy-efficient products. Mr. Merritt also discussed the sports and music venues in the area and how USF will compare to the others. In closing, Mr. Merritt discussed the plans being made to celebrate the reopening of the Dome and how people can track the renovation efforts online.

Sunday, April 1, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Rev. Jimmy Thompson, Minister, African Methodist Episcopal Church.

Mr. Thompson discussed with Mr. Greene how his faith-based group is working towards solutions to prevent juvenile delinquency. He talked about students dropping out of high school, along with trying to get students to strike a balance of spending too much time on social networking sites versus preparing to be successful students.

Sunday, April 8, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Wanda DeLarosa, It's All About Kids.

Ms. DeLarosa discussed with Mr. Greene how parents can utilize activities at the non-profit group, It's All About Kids, to help their children when they are not in school such as early release Mondays. Ms. DeLarosa also discussed how parents should stay with their children and participate in activities rather than just dropping them off.

Sunday, April 15, 2012 – X Sunday Morning 6:00 a.m.

15:00

Host: Christine Nunez. Guest: Lily Eskelsen, Vice President of the National Education Association.

Ms. Eskelsen and Ms. Nunez discussed bullying and how it affects children. Ms. Eskelsen explained what the NEA is doing to help every school become a bully-free zone. She also discussed how parents can identify if their child is being bullied and the steps they should take to confirm it. In closing, Ms. Eskelsen discussed the online resources that listeners can use to bring up bullying to their kids and how they can get involved in the "Bully Free: It Starts with Me" campaign.

Sunday, April 15, 2012 – X Sunday Morning 6:00 a.m.

15:00 - Part One of a Two Part Series

Host: Jared Dey. Guest: Cody Hodges, Representative for RachelsChallenge.org.

Mr. Hodges and Mr. Dey discussed what the organization does nationally and who Rachel Scott was. He explained Rachel's legacy following the Columbine shooting which took her life. In closing, Mr. Hodges discussed how Rachel had a plan to make the world a better place and how her plan still lives on through the efforts of her family who started the organization. He encouraged the listeners and the people in the Tampa Bay area to be more kind and compassionate towards organizations such as Rachel's Challenge.

Sunday, April 22, 2012 – X Sunday Morning 6:00 a.m.

15:00 - Part Two of a Two Part Series

Host: Jared Dey. Guest: Cody Hodges, Representative for RachelsChallenge.org.

Mr. Hodges discussed with Mr. Dey how the people of Tampa can contribute as well as get involved with the Rachel's Challenge project. He also explained how listeners can see the Rachel's Challenge presentation in the Tampa Bay area.

Sunday, April 29, 2012 – X Sunday Morning 6:00 a.m.

30:00

Host: Erika White. Guest: Christy Campbell, Director of Marketing and Communications, Operation Homefront.

Ms. Campbell discussed Operation Homefront with Ms. White. Operation Homefront is a non-profit organization that provides emergency financial and other assistance to the families of our service members and wounded warriors. The mission of the organization as well as some of their accomplishments which include earning the highest rating of four stars for five straight years from Charity Navigator, the nation's top independent evaluator of nonprofit organizations were covered. Ms. Campbell also discussed some of the financial statistics. 94 cents of every dollar donated to Operation Homefront goes to programs that serve military families. Who is eligible to receive assistance, some of the key services they provide like food assistance, paying utilities, help with rent or mortgage, and providing critical baby items such as formula and diapers were discussed. In closing, Ms. Campbell discussed how listeners can help, upcoming events, and how to contact Operation Homefront.

Sunday, May 20, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Keysha Kennedy, St. Joseph's Hospital.

Ms. Kennedy discussed with Mr. Greene the upcoming free comprehensive health care fair where there will be a variety of screenings available along with presentations about breast cancer, hypertension, diabetes, and the realistic challenge of maintaining a balanced diet and healthy lifestyle.

Sunday, May 27, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guests: Joseph and Christopher Lundy, Tampa.

Mr. Lundy discussed with Mr. Greene how bonding and spending quality time with his son has made, and is making, a positive difference with his son. Christopher is a

sophomore at the University of South Dakota on an athletic scholarship. Mr. Lundy makes at least three trips a year to visit his son on campus.

Sunday, June 3, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Larry Deisler, Director, Pinellas Job Corps Center.

Mr. Deisler discussed with Mr. Greene the training and educational offerings at the Pinellas Job Corps Center. The \$60-million dollar center is for students who are having difficulty succeeding in the regular school system, some of whom are from homeless families.

Education

Sunday, April 15, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guests: Dr. Vernon Tarranto and Dolores Phillips of St. Petersburg College.

Dr. Tarranto and Ms. Phillips discussed with Mr. Greene the offerings at St. Petersburg College's Gibbs Campus for seasoned adult students as they prepare for a change in careers or updating their skills to prepare for today's workforce requirements.

Sunday, April 22, 2012 – X Sunday Morning 6:00 a.m.

15:00

Host: Joel Weiss. Guest: Dennis Van Roekel, President, National Education Association.

Mr. Van Roekel discussed with Mr. Weiss the most egregious corporate tax loopholes in America and how that money could be used to better fund early childhood education since education and the economy are inexorably linked. Mr. Van Roekel also talked about how only one in five children in America has access to effective early childhood education due to lack of income and/or living in an underserved region. Mr. Van Roekel gave examples of some of the loopholes: oil and gas companies receiving subsidies, companies hiding profits in foreign accounts, and federal tax loopholes that are mirrored by state tax codes. Mr. Van Roekel explained the history of tax changes since World War II and the disparity between the rise of corporate profits/executive compensation and the advancement of the middle class. Mr. Van Roekel discussed various facets of the income inequality debate, ending tax cuts for the rich and corporate tax loopholes vs. job creation, and conservatives' assertion that corporate tax rates in America are among the highest in the First World vs. tax rates only being effective when companies actually pay taxes. In closing, Mr. Van Roekel provided information on where people can go for more information.

Sunday, April 22, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Coach Marcia Pinder, Florida Coach of the Year, Dillard High School.

Ms. Pinder discussed with Mr. Greene her method of getting adult role models to speak to the girls basketball team members about strategies to be successful on and off the court and also in and out of the classroom. Ms. Pinder is currently the highest winning basketball coach in Florida. She explained how she often mentors her students even after they leave high school and go on to college.

Sunday, May 6, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Jim Goode, Director of Teacher Recruitment, Hillsborough County School District.

Dr. Goode discussed details with Mr. Greene about the expected 1,500 applicants for teaching positions at "Teacher Interview Days" in June. Candidates come from all over the U.S. to apply to work in the eighth largest public school district in the country. Dr. Goode discussed the process to secure a position and the kind of candidates they are seeking.

Sunday, June 10, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Karen Willis-Barrett, Teacher, Stewart Middle School.

Ms. Willis-Barrett discussed with Mr. Greene a program of which she is the Director that deals with students who show potential for college. Ms. Willis-Barrett explained how critical it is for parents to be supportive of their children and how children react and behave positively because of that support.

Sunday, June 17, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guests: Afi Pittman, Lieutenant, United States Navy; and Bob Baylies, a youth mentor.

Ms. Pittman discussed with Mr. Greene her book about coping with life's challenges as she traces her journey from the International Baccalaureate Program at King High School in Temple Terrace to the University of Central Florida to her 6-year (so far) military career. Mr. Baylies shared information about enrichment programs available to students on both sides of the Bay for the summer months.

Public Safety

Sunday, April 8, 2012 – X Sunday Morning 6:00 a.m.

15:00

Host: Joel Weiss. Guests: Dr. Gerard Girasole, M.D., Orthopedic Spine Surgeon; and Cara Hartman, Certified Personal Trainer, co-authors of "The 7-Minute Back Pain Solution".

Ms. Hartman discussed with Mr. Weiss a concept called "protection mode" - a safe position that neutralizes stress on the spine to be used when one encounters back spasms. She also discussed how her workout plan includes different stretches and core muscle exercises to heal and strengthen the back. Ms. Hartman discussed how back pain can affect every facet of our lives and provided tips for when you're doing housework, in the bedroom, and exercising. In closing, Dr. Girasole discussed when someone who suffers back pain should consult a physician.

Sunday, April 8, 2012 – X Sunday Morning 6:15 a.m.

15:00

Host: Christine Nunez. Guest: Amber Saltzman, Florida State Development Officer.

Ms. Nunez and Ms. Saltzman discussed "MADD's Campaign to Eliminate Drunk Driving®" and their goal of protecting families from drunk driving and ultimately ending the threat of drunk driving on American roads. Ms. Saltzman discussed who MADD helps and who to contact if you need help or want to volunteer. In closing, Ms. Saltzman discussed how to spot a drunk driver and what to do when you see one.

Sunday, May 13, 2012 – X Sunday Morning 6:00 a.m.

15:00

Host: Erika White. Guest: Natasha Salazar, American Red Cross - Florida Chapter.

Ms. Salazar discussed with Ms. White the upcoming hurricane season and what people need to do to be prepared. First and foremost, people need to have an evacuation plan. Items people need to have on hand in case a hurricane makes landfall include water, food, and medications for their entire family as well as their pets. Ms. Salazar discussed how people can find shelters if they need to evacuate and how to make alternative plans instead of evacuating - such as going to a friend or relative's house that is safely away from evacuation zones. In closing, Ms. Salazar also mentioned different links on the Florida Chapter's website where people can find checklists for the disaster kits, evacuation plans, and links to their Facebook, Twitter, YouTube, and Flickr accounts.

Sunday, June 17, 2012 – X Sunday Morning 6:00 a.m.

15:00

Host: Joel Weiss. Guest: Kim Weber, Director of Government Affairs, Rubber Manufacturers Association.

On the heels of National Tire Safety Week, Ms. Weber discussed with Mr. Weiss the many aspects of tire safety. An industry survey displays the shortcomings of the average consumer's tire safety practices. Ms. Weber explained how to properly check your vehicle's tire pressure and inflate tires for optimum tire performance. She also covered other aspects of tire safety such as rotation, alignment, and tread depth. In closing, Ms. Weber discussed how properly inflated tires can also help improve your vehicle's fuel efficiency. The same safe driving habits that improve fuel efficiency, including no quick stops or starts, can also help extend the life of tires.

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Sunday, June 24, 2012 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Ton Invino, Pinellas County Emergency Management.

Mr. Invino discussed with Mr. Greene the preparation and awareness people need to take during hurricane season in the event of flooding and mandatory evacuations.